

CONTRACT



WNCT
 3221 South Evans Street
 Greenville, NC 27834
 (252) 355-8542
 Greenville, NC 27834
 252-355-8500

And:

Strategic Media Placement
 7669 Stagers Loop
 Delaware, OH 43015
 USA

Contract / Revision 874530 / 6		Alt Order # 25183157
Product MCCROY 2016 GOV		
Contract Dates 10/17/16 - 10/23/16	Estimate # 4507	
Advertiser POL/Pat McCroy for Governor	Original Date / Revision 06/07/16 / 10/14/16	
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property WNCT	Account Executive Katz Washington	Sales Office Katz/Washingto
Special Handling		
Demographic Adults 35+		
Agency Code	Advertiser Code	Product 1/2
Agency Ref IN9370/IN11002/IN141	Advertiser Ref	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
E 1	WNCT	10/23/16	10/23/16	Local News Su 7-8a	7-8a		:30				NM	2	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/17/16	10/23/16	-----S				2	\$15.00				
D 2	WNCT	10/23/16	10/23/16	CBS Sunday Morning	9a-1030a		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/17/16	10/23/16	-----S				1	\$50.00			1	\$50.00
3	WNCT	10/23/16	10/23/16	Face the Nation	1030A-1130A		:30				NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/17/16	10/23/16	-----S				5	\$75.00				
4	WNCT	10/17/16	10/21/16	Local News @ 12p	12p-1230p		:30				NM	5	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/17/16	10/23/16	MTWTF--				5	\$70.00				
5	WNCT	10/17/16	10/21/16	Local News @ 530p	530p-6p		:30				NM	5	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/17/16	10/23/16	MTWTF--				5	\$70.00				
6	WNCT	10/17/16	10/21/16	Local News @ 6p	6p-630p		:30				NM	5	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/17/16	10/23/16	MTWTF--				5	\$70.00				

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WNCN
FAST 10 NORTH
CAROLINA

WNCN
3221 South Evans Street
Greenville, NC 27834
(252) 355-8542
3221 S. Evans St.
Greenville, NC 27834
252-355-8500

Contract / Revision
874530 / 6

Alt Order #
25183157

Contract Dates
10/17/16 - 10/23/16

Product
MCCROY 2016 GOV

Estimate #
4507

Advertiser
POL/Pat McCrory for Gov

Original Date / Revision
06/07/16 / 10/14/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
Week:		10/17/16	10/23/16	MTWTF--	5				\$140.00				
7	WNCN	10/17/16	10/21/16	Entertainment Tonight	7p-730p		:30				NM	4	\$500.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
Week:		10/17/16	10/23/16	MTW-F--	4				\$125.00				
8	WNCN	10/17/16	10/21/16	Family Feud	730p-8p		:30				NM	4	\$900.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
Week:		10/17/16	10/23/16	MTW-F--	5				\$225.00				
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u>													
2	WNCN	10/17/16-10/23/16	Family Feud	730p-8p	MTW--F----	:30			\$225.00		NM		
Credited													
revision													
9	WNCN	10/23/16	10/23/16	NFL Early Game	1p-430p		:30				NM	1	\$400.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
Week:		10/17/16	10/23/16	-----S	1				\$400.00				
10	WNCN	10/23/16	10/23/16	NFL Late Game	430p-730p		:30				NM	1	\$500.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
Week:		10/17/16	10/23/16	-----S	1				\$500.00				
11	WNCN	10/18/16	10/18/16	Bull	9p-10p		:30				NM	1	\$500.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
Week:		10/17/16	10/23/16	-T-----	1				\$500.00				
12	WNCN	10/21/16	10/21/16	Blue Bloods	10p-11p		:30				NM	1	\$500.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
Week:		10/17/16	10/23/16	----F--	1				\$500.00				
13	WNCN	10/22/16	10/22/16	48 Hours	10p-11p		:30				NM	2	\$300.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
Week:		10/17/16	10/23/16	-----S-	2				\$150.00				
14	WNCN	10/23/16	10/23/16	60 Minutes	7p-8p		:30				NM	0	\$0.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
Week:		10/17/16	10/23/16	Y&R	1230p-130p		:30				NM	4	\$600.00
Week:		10/17/16	10/23/16	MTWTF--	4				\$150.00				
16	WNCN	10/17/16	10/21/16	Dr Phil	4p-5p		:30				NM	3	\$195.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				

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WNCN
 EASTERN NORTH CAROLINA
 3221 South Evans Street
 Greenville, NC 27834
 (252) 355-8542
 3221 S. Evans St.
 Greenville, NC 27834
 252-355-8500

Contract / Revision	Alt Order #
874530 / 6	25183157

Contract Dates	Product	Estimate #
10/17/16 - 10/23/16	MCCROY 2016 GOV	4507

Advertiser	Original Date / Revision
POL/Pat McCrory for Gov	06/07/16 / 10/14/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
17	WNCN	10/17/16	10/17/16	Bold & Beautiful	130p-2p		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		10/17/16	10/23/16	MTWTF--	4	\$65.00							
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Type</u>		
2	WNCN	10/17/16-10/23/16		Dr Phil	4p-5p	MTWThF----	:30		\$65.00		NM		
		Credited											
		revision											
18	WNCN	10/17/16	10/23/16	Thursday Night Football	825p-1115p		:30				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		10/17/16	10/23/16	---T---	1	\$475.00							
19	WNCN	10/18/16	10/21/16	Y&R	1230p-130p		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		10/17/16	10/23/16	-TWTF--	1	\$150.00							
20	WNCN	10/18/16	10/21/16	Late Late Show	1235a-135a		:30				NM	2	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		10/17/16	10/23/16	-TWTF--	2	\$10.00							
Totals												44	\$6,670.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/23/16	44	\$6,670.00	(\$1,000.50)	\$5,669.50
Totals	44	\$6,670.00	(\$1,000.50)	\$5,669.50

Signature: _____

Date: _____

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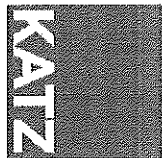
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125 West 55th St
New York, NY 10019

Contract # 25183157 Changes as of: 10/14/2016 at 1:30 PM Version: Highlighting Revision 5
 CPE: //4507 Flight: 10/17/16 - 10/23/16 Station: WNCT
 Agency: STRATEGIC MEDIA Advertiser: McCrory NC Gov Market: Greenville/New Bern/Wash
 PLACEMENT
 7669 STAGERS LOOP Product: MCCROY 2016 GOV Office: WASHINGTON
 DELAWARE, OH 43015 Agency Order #: Salesperson: JACOB ROTH Primary Demo: Adults 35+
 Buyer: BRANT FINK Con Type: POLITICAL/NOTE
 Salesperson: JACOB ROTH Assistant: JACOB ROTH
 212-373-8175 212-373-8175
 Comments: Revised Order due to buyer not being able to add funds for check short funds
 TTCCNX: \$445
 TTREV: \$6,670
 PLS CFM
 T/R JACOB

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/17 - 10/17		Total Spots	Total \$	CPP	GRP
							10/17					
REV+ 1	Su 7a-8a		WEEKEND NEWS	\$15.00	0.0	30	1	2	2	\$30.00	\$0.00	0.0
REV- 2	Su 9a-10:30a		CBS SUN MORNING	\$90.00	0.0	30	1	0	0	\$0.00	\$0.00	0.0
REV- 4	M-F 12n-12:30p		NOON NEWS	\$75.00	0.0	30	5	5	5	\$375.00	\$0.00	0.0
REV- 8	M-F 7:30p-8p		FAMILY FEUD	\$225.00	0.0	30	5	4	4	\$900.00	\$0.00	0.0
REV+ 13	Sa 10p-11p		48 HOURS	\$150.00	0.0	30	1	2	2	\$300.00	\$0.00	0.0
REV- 14	Su 7p-8p		60 MINUTES	\$400.00	0.0	30	1	0	0	\$0.00	\$0.00	0.0
REV+ 15	M-F 12:30p-1:30p		YOUNG AND THE RESTLESS	\$150.00	0.0	30	4	5	5	\$750.00	\$0.00	0.0
REV- 16	M-F 4p-5p		DR. PHIL	\$65.00	0.0	30	4	3	3	\$195.00	\$0.00	0.0
REV+ 19	M-F 12:35a-1:35a		Late Late Show	\$10.00	0.0	30	0	2	2	\$20.00	\$0.00	0.0
TOTALS: 44									44	\$6,670.00	\$0.00	0.0



125 West 55th St
New York, NY 10019

Contract # 25183157	Changes as of: 10/14/2016 at 1:30 PM	Version: Highlighting Revision 5
CPE: //4507	Flight: 10/17/16 - 10/23/16	Total \$: \$6,670.00
Agency: STRATEGIC MEDIA PLACEMENT	Advertiser: McCrory NC Gov	Total Spots: 44
7669 STAGERS LOOP DELAWARE, OH 43015	Product: MCCROY 2016 GOV	Total CPP: \$0.00
Agency Order #:	Buyer: BRANT FINK	Traffic #: 874530
Salesperson: 212-373-8175	Primary Demo: Adults 35+	Separation:
	Con Type: POLITICAL/NOTE	
	Assistant: JACOB ROTH	

Special Instructions	
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Date/Time	Added by	Comment	Order Level Comments
10/14/16 1:30 PM	JACOB ROTH	Revised Order due to buyer not being able to add funds for check short funds TTCNX: \$445 TTREV: \$6,670 PLS CFM T/R JACOB	
10/10/16 8:10 AM	JACOB ROTH	Revised Order See lines 4 and 6 for funds added to clear See line 1 for rate revised down. TTADD: \$120 TTREV: \$7,115 PLS CFM T/R JACOB	
10/05/16 1:45 PM	Jennifer Layman	Line 6 5x 6p News \$130 Line 4 5x 12p News \$60 Line 1 Sun 7-8a News \$20 --Rate-- 4x 6p News \$140 4x 12p News \$75 1x 530a News \$20 1x Sun 7-8a News \$15 1x m-f 6-7a News \$75 Revised Order See line 18 for 1x added from past flight #25183157 TTADD: \$475 TTREV: \$6,995 PLS CFM T/R JACOB	
09/22/16 9:00 AM	JACOB ROTH	preempted for separation conflict	
08/26/16 11:42 AM	Jennifer Layman	Line 7 1x 10/17 7p Entertainment Tonight \$125--mg 1x 130-2p Bold & Beautiful \$125	
08/26/16 10:33 AM	Jennifer Layman	Line 11 1x 10/19 Wed 8p Survivor \$500--mg 1x 10/18 Tue 9p Bull \$500 Line 12 1x 10/20 thu 8p Big Bang/Life \$500--mg 1x 10/21 Fri 10p Blue Bloods \$500	
07/18/16 2:52 PM	Jennifer Layman	Line 3- face the nation runs 1030a-1130a	

Competitive Information	
Market Budget:	\$20,844
WNCT Share:	32%
Comment:	
WCTI:	34%
WFXI:	6%
WTTN:	28%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	44	\$6,670.00	N/A
Total	100%	44	\$6,670.00	N/A

Monthly Summary		
Month	Spots	Dollars
2016-Oct	44	\$6,670.00
Total	44	\$6,670.00



125 West 55th St
New York, NY 10019

Contract # 25183157		Changes as of: 10/14/2016 at 1:30 PM		Version: Highlighting Revision 5	
CPE: //4507		Flight: 10/17/16 - 10/23/16		Station: WNCT	
Agency: STRATEGIC MEDIA PLACEMENT		Advertiser: McCrory NC Gov		Market: Greenville/New Bern/Wash	
7669 STAGERS LOOP DELAWARE, OH 43015		Product: MCCROY 2016 GOV		Office: WASHINGTON	
Agency Order #:		Buyer: BRANT FINK		Primary Demo: Adults 35+	
Salesperson: JACOB ROTH		Con Type: POLITICAL/VOTE		Total CPP: \$0.00	
212-373-8175		Assistant: JACOB ROTH		Total GRP: Traffic # 874530	
		212-373-8175		Separation:	
				Total Spots: 44	
				Total \$: \$6,670.00	

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	10/14/16 1:30 PM	JACOB ROTH	Revised	1		\$-445.00	\$6,670.00	Changes: Total Spots from 43 to 44. Calculated Dollars from \$7,115.00 to \$6,670.00. Competitive Market Budget from \$22,234 to \$20,844. Total \$ from \$7,115.00 to \$6,670.00. User Entered \$ from \$7,115.00 to \$6,670.00. Comments from Revised Order. See lines 4 and 6 for funds added to clear See line 1 for rate revised down. TTADD: \$120 TTREV: \$7,115 PLS CFM T/R JACOB to Revised Order due to buyer not being able to add funds for check short funds TTCNX: \$445 TTREV: \$6,670 PLS CFM T/R JACOB: 9 buylines added or modified.
Revision	10/10/16 8:10 AM	JACOB ROTH	Confirmed			\$120.00	\$7,115.00	Changes: Calculated Dollars from \$6,995.00 to \$7,115.00. Competitive Market Budget from \$21,859 to \$22,234. Total \$ from \$6,995.00 to \$7,115.00. User Entered \$ from \$6,995.00 to \$7,115.00. Comments from Revised Order See line 16 for 1x added from past flight #25183157 TTADD: \$475 TTREV: \$6,995 PLS CFM T/R JACOB to Revised Order See lines 4 and 6 for funds added to clear See line 1 for rate revised down. TTADD: \$120 TTREV: \$7,115 PLS CFM T/R JACOB: 3 buylines added or modified.
Makegood 4	10/5/16 1:45 PM	Jennifer Layman	Sent To Rep			\$0	\$6,995.00	Changes: Default Spot Length to 30. Total Spots from 42 to 43. Calculated Dollars from \$6,520.00 to \$6,995.00. Competitive Market Budget from \$20,375 to \$21,859. Total \$ from \$6,520.00 to \$6,995.00. User Entered \$ from \$6,520.00 to \$6,995.00. Comments from revised order. In 11 and 12, changed day, tp, and prgm name.ncir's In 7, 1x na on 10/17, mg 1x in 17.ncir to Revised Order See line 18 for 1x added from past flight #25183157 TTADD: \$475 TTREV: \$6,995 PLS CFM T/R JACOB: 1 buyline added or modified. Changes: Comments from to revised order.
Revision	9/22/16 9:00 AM	JACOB ROTH	Confirmed	1		\$475.00	\$6,995.00	Changes: Comments from to revised order. In 11 and 12, changed day, tp, and prgm name.ncir's In 7, 1x na on 10/17, mg 1x in 17.ncir to Revised Order See line 18 for 1x added from past flight #25183157 TTADD: \$475 TTREV: \$6,995 PLS CFM T/R JACOB: 1 buyline added or modified. Changes: Comments from to revised order.
Revision	8/29/16 9:36 AM	CAROLYN ALLAIRE	Confirmed			\$0	\$6,520.00	Changes: Comments from to revised order. In 11 and 12, changed day, tp, and prgm name.ncir's In 7, 1x na on 10/17, mg 1x in 17.ncir to Revised Order See line 18 for 1x added from past flight #25183157 TTADD: \$475 TTREV: \$6,995 PLS CFM T/R JACOB: 1 buyline added or modified. Changes: Comments from to revised order.
Makegood 3	8/26/16 11:42 AM	Jennifer Layman	Confirmed			\$0	\$6,520.00	Changes: Comments from to revised order. In 11 and 12, changed day, tp, and prgm name.ncir's In 7, 1x na on 10/17, mg 1x in 17.ncir to Revised Order See line 18 for 1x added from past flight #25183157 TTADD: \$475 TTREV: \$6,995 PLS CFM T/R JACOB: 1 buyline added or modified. Changes: Comments from to revised order.



KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25183157	Changes as of: 10/14/2016 at 1:30 PM	Version: Highlighting Revision 5
CPE: //4507	Flight: 10/17/16 - 10/23/16	Total \$: \$6,670.00
Agency: STRATEGIC MEDIA PLACEMENT	Advertiser: McCrory NC Gov	Total Spots: 44
7669 STAGERS LOOP DELAWARE, OH 43015	Product: MCCROY 2016 GOV	Total CPP: \$0.00
Agency Order #:	Buyer: BRANT FINK	Total GRP:
Salesperson: JACOB ROTH	Primary Demo: Adults 35+	Traffic #: 874530
212-373-8175	Con Type: POLITICAL/VOTE	Separation:
	Assistant: JACOB ROTH	
	212-373-8175	

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Makegood 2	8/26/16 10:33 AM	Jennifer Layman	Confirmed			\$0
Revision	7/18/16 3:07 PM	JACOB ROTH	Confirmed			\$0
Makegood 1	7/18/16 2:52 PM	Jennifer Layman	Confirmed			\$0
Quoted for Electronic Contracting	5/31/16 8:12 AM					\$0
New	5/27/16 11:46 AM	CAROLYN ALLAIRE	Confirmed	42		\$6,520.00

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSIONS REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.